US005865340A

United States Patent [19]

Alvern

[11] Patent Number: 5,865,340

[45] Date of Patent: Feb. 2, 1999

[54] **FLUID FILLER GUN DISPLAY DEVICE INCLUDING A COUPON DISPENSER**

[75] Inventor: **Stein Alvern**, Houston, Tex.

[73] Assignee: **Alvern-Norway A/S**, Norway

[21] Appl. No.: **805,316**

[22] Filed: **Feb. 25, 1997**

[51] **Int. Cl.**[6] **B65H 16/00**

[52] **U.S. Cl.** **221/13**; 221/15; 221/71; 221/133; 221/155; 221/199; 221/96; 221/258; 141/98; 222/192

[58] **Field of Search** 141/98, 392; 222/192, 222/566; 221/13, 15, 71, 133, 155, 199, 255, 258, 96

[56] **References Cited**

U.S. PATENT DOCUMENTS

D. 173,006	9/1954	Anderson .	
D. 173,007	9/1954	Anderson .	
D. 279,483	7/1985	Goldman .	
D. 279,484	7/1985	Goldman .	
D. 366,310	1/1996	Fell .	
4,408,791	10/1983	Griffin et al. .	
4,465,209	8/1984	Wilder .	
4,690,182	9/1987	Knaus .	
5,058,637	10/1991	Fell .	
5,184,309	2/1993	Simpson et al. .	
5,184,655	2/1993	Fell .	
5,249,705	10/1993	Gates	221/71
5,458,170	10/1995	Ferguson	141/392

FOREIGN PATENT DOCUMENTS

AU-S-122642	2/1995	Australia .	
AU-S-123343	5/1995	Australia .	
0407271A1	1/1991	European Pat. Off. .	
62-208396	9/1987	Japan .	
850627	10/1992	Japan .	
1393062	5/1975	United Kingdom .	
2147273	5/1985	United Kingdom .	
WO 90/08375	7/1990	WIPO .	

Primary Examiner—H. Grant Skaggs

Attorney, Agent, or Firm—Finnegan, Henderson, Farabow, Garrett and Dunner, L.L.P.

[57] **ABSTRACT**

A display device for a fluid filler gun head includes a carrying body and a frame attached to an upper surface of the carrying body, defining a display portion for removable display placards. The carrying body can be removable from the gun head or can be an integral part of the gun head itself. A housing is defined in the carrying body for holding one or more replaceable rolls of coupons, and a rotating device, is provided for rotating the coupon rolls and dispensing one or more coupons through a slot in the carrying body. A controller can be provided to control operation of the rotating device, based on information received from an external source, to dispense one or more selected coupons. The information can be a type of fluid being dispensed, a particular product displayed on the display placard, or the like. The dispensed coupons preferably are selected to match the information received by the controller. Alternatively, the coupon dispensers can be attached directly to a display card, removably attachable to a standard filler gun display device.

29 Claims, 8 Drawing Sheets

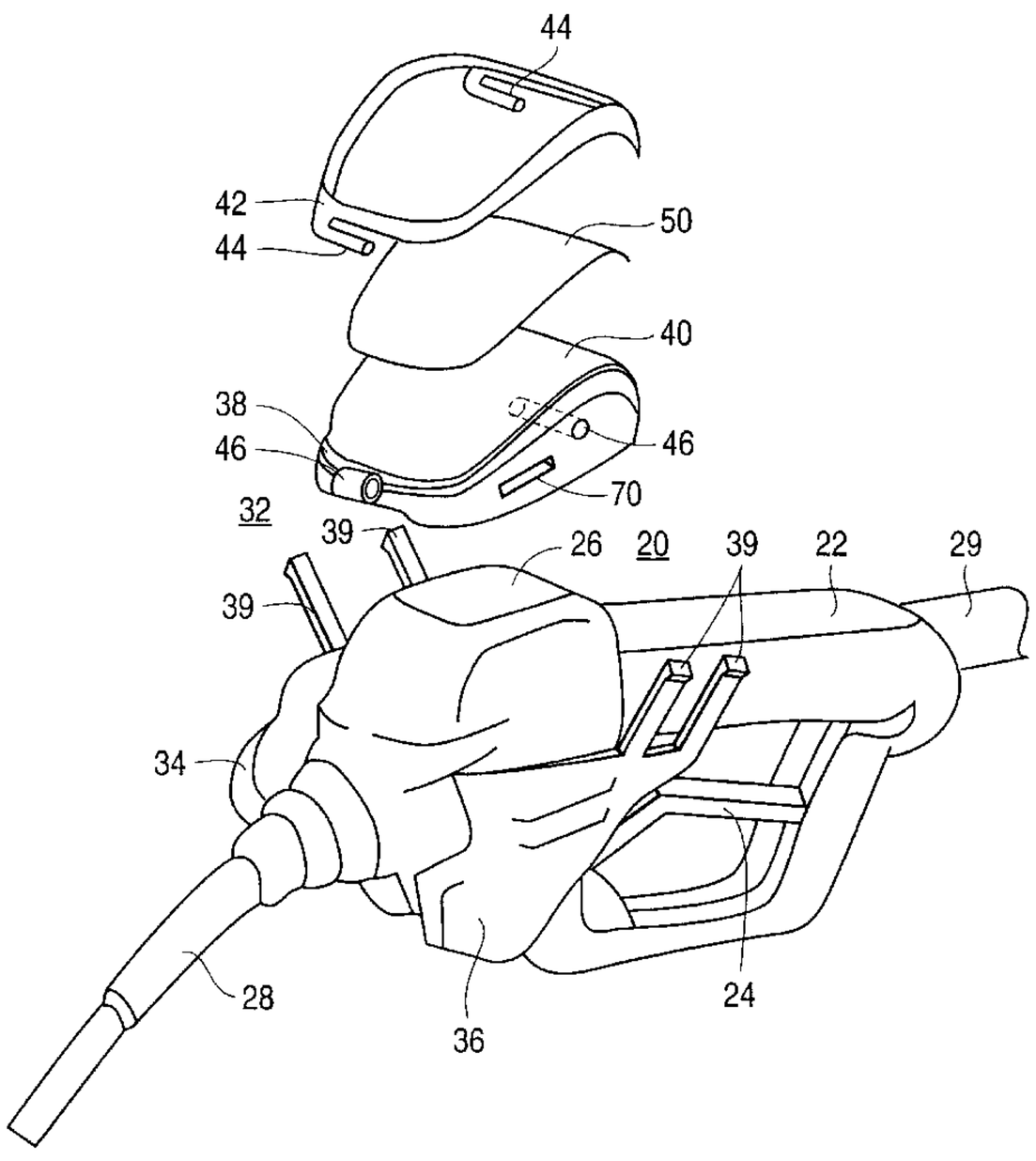


FIG. 1

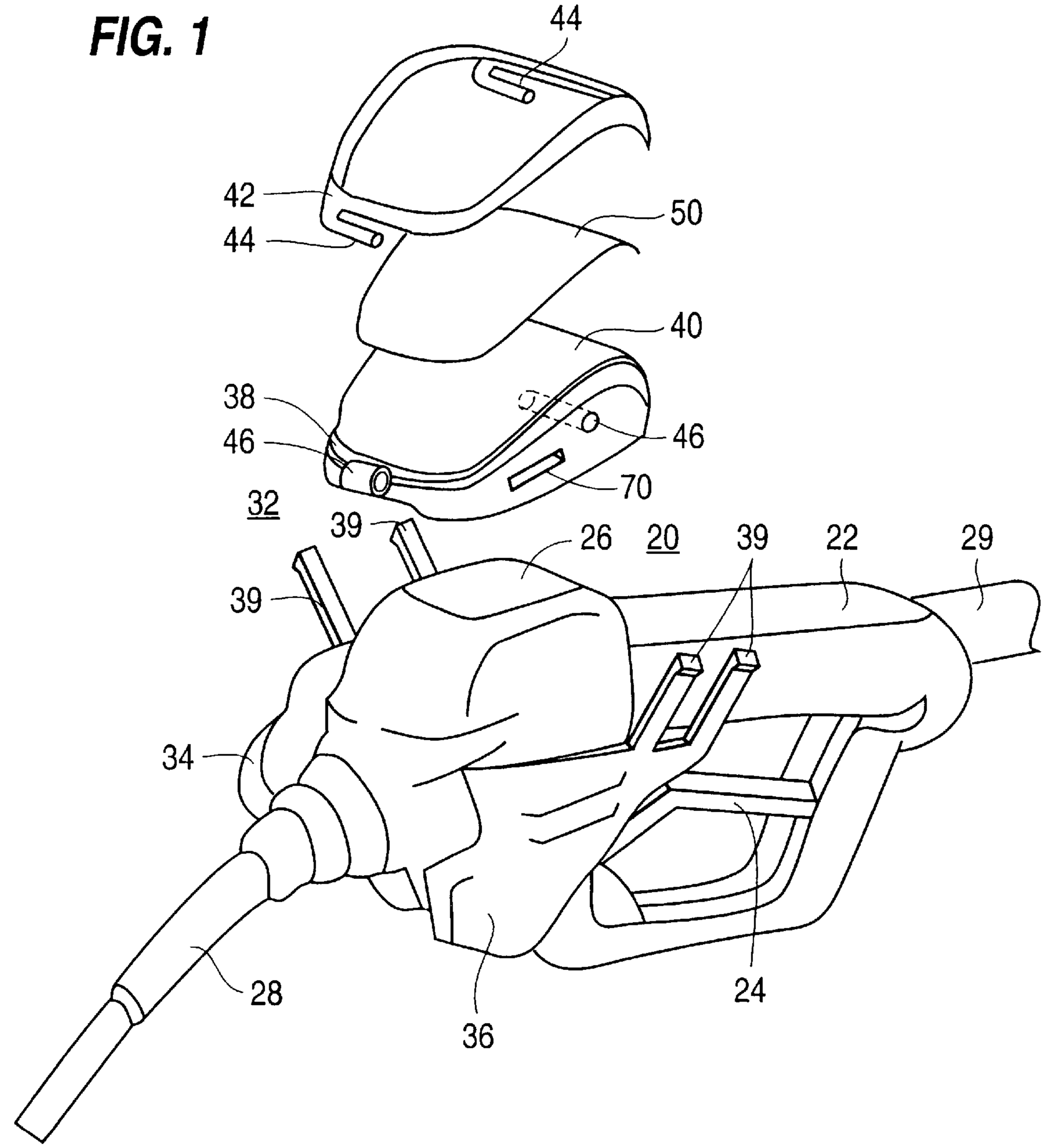


FIG. 2

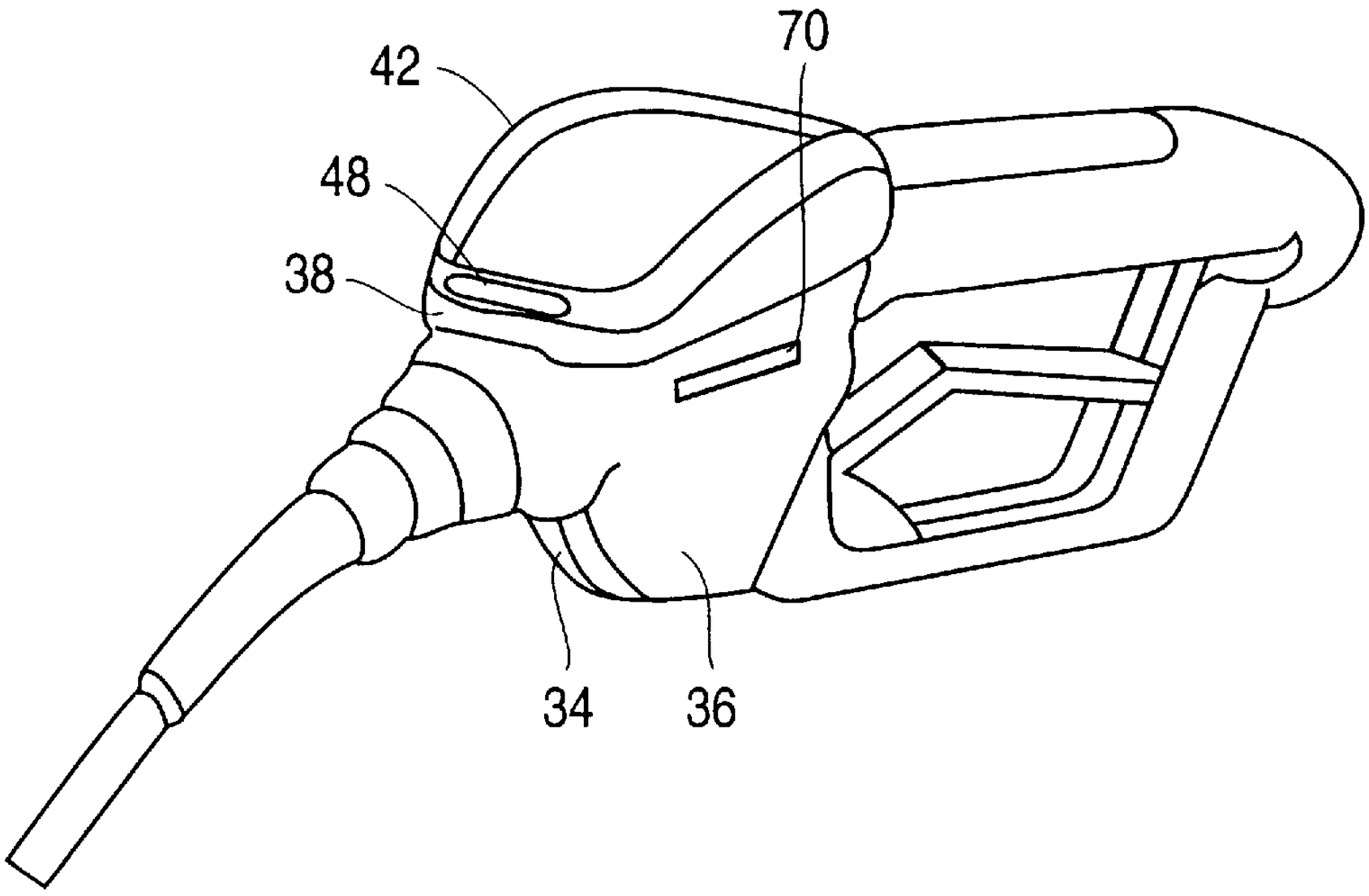


FIG. 3

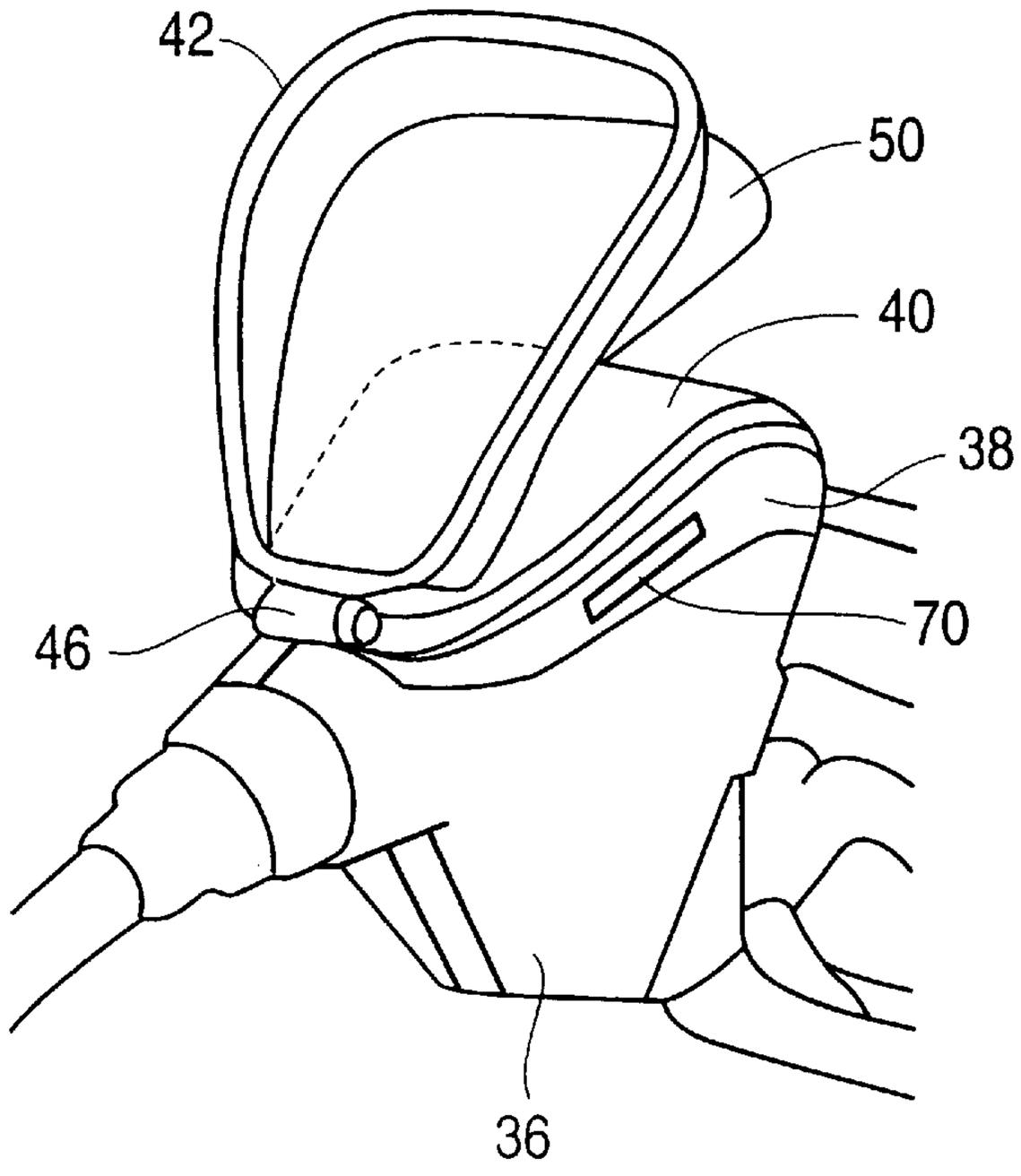


FIG. 4

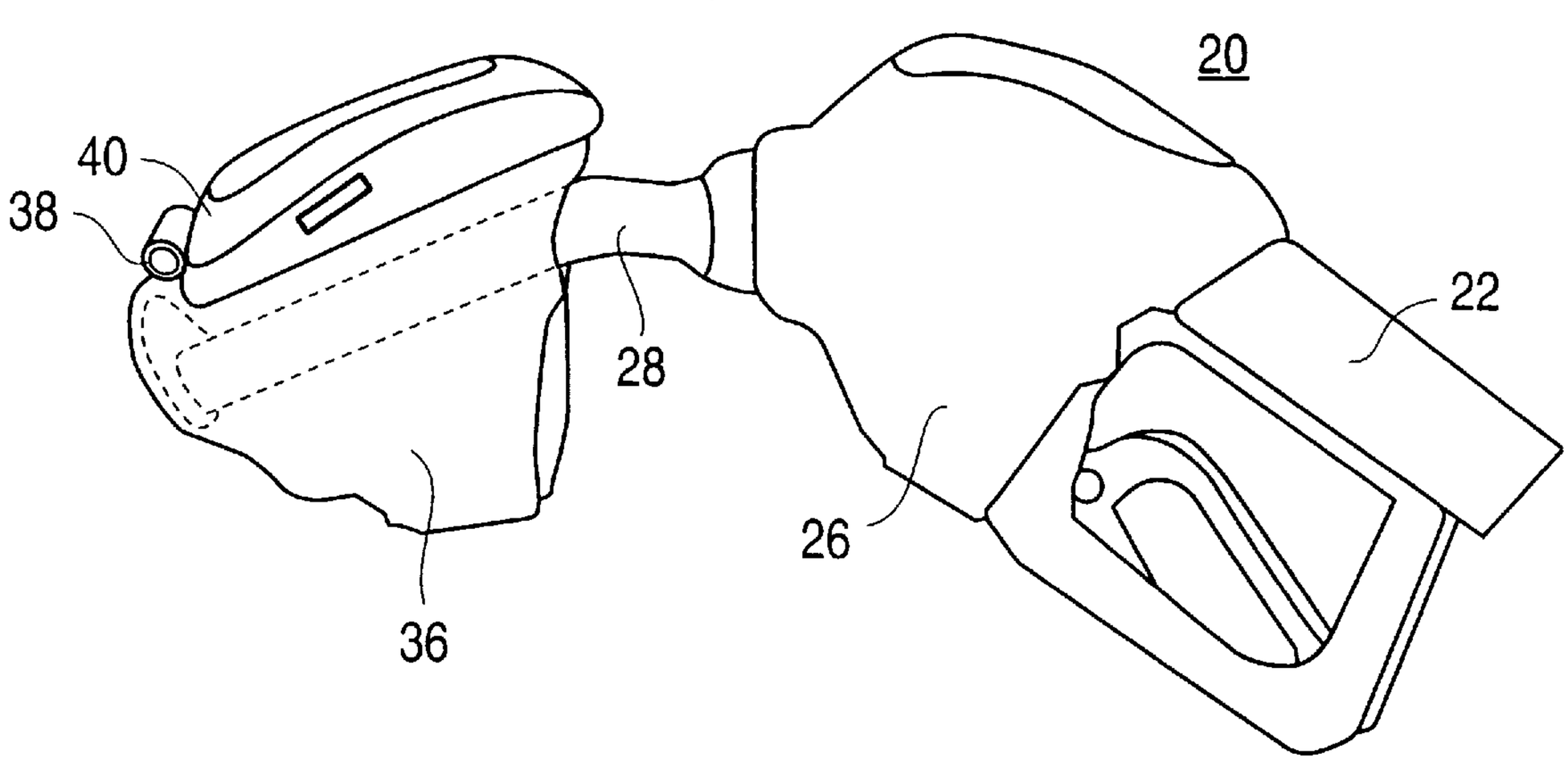


FIG. 5

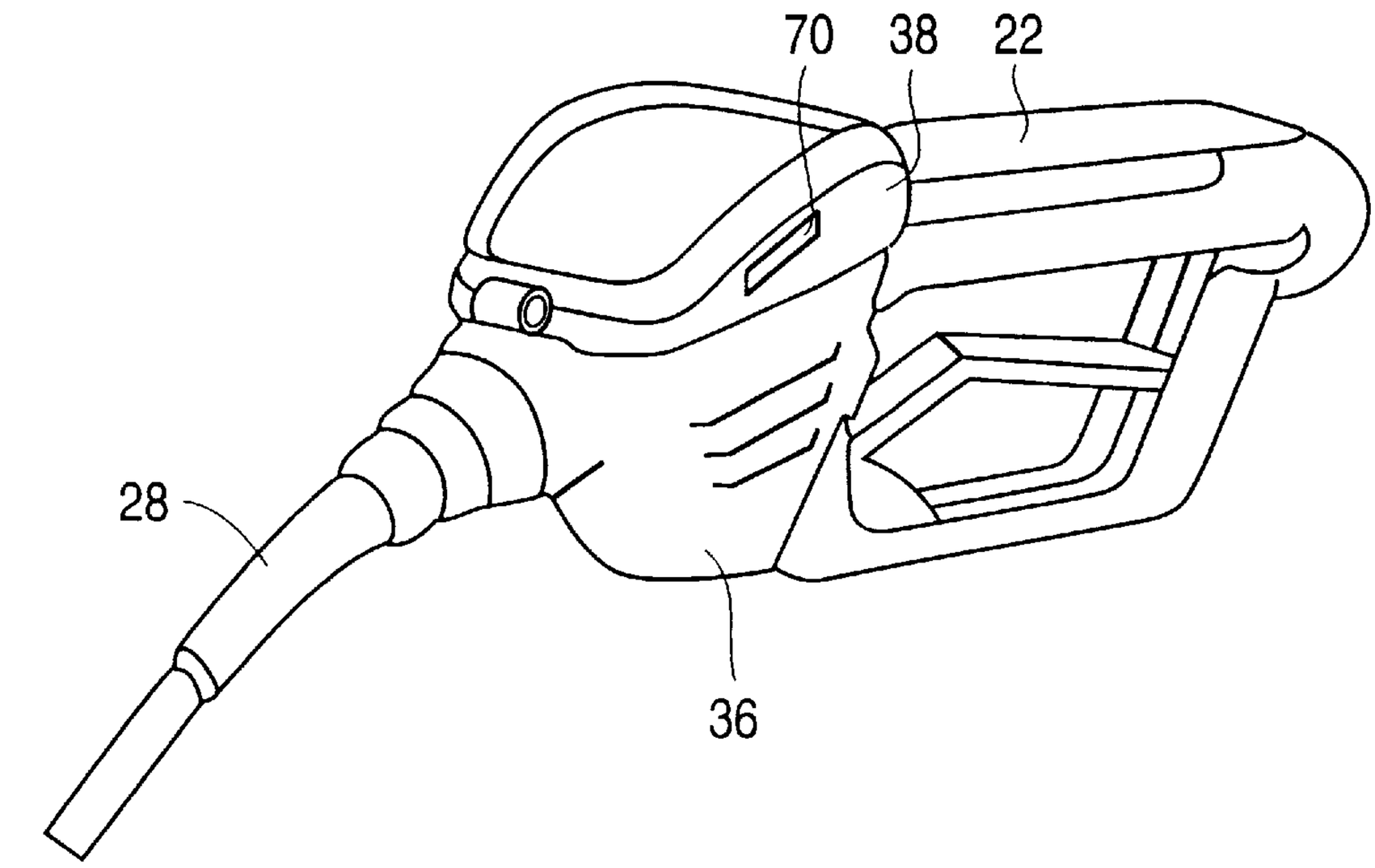


FIG. 6

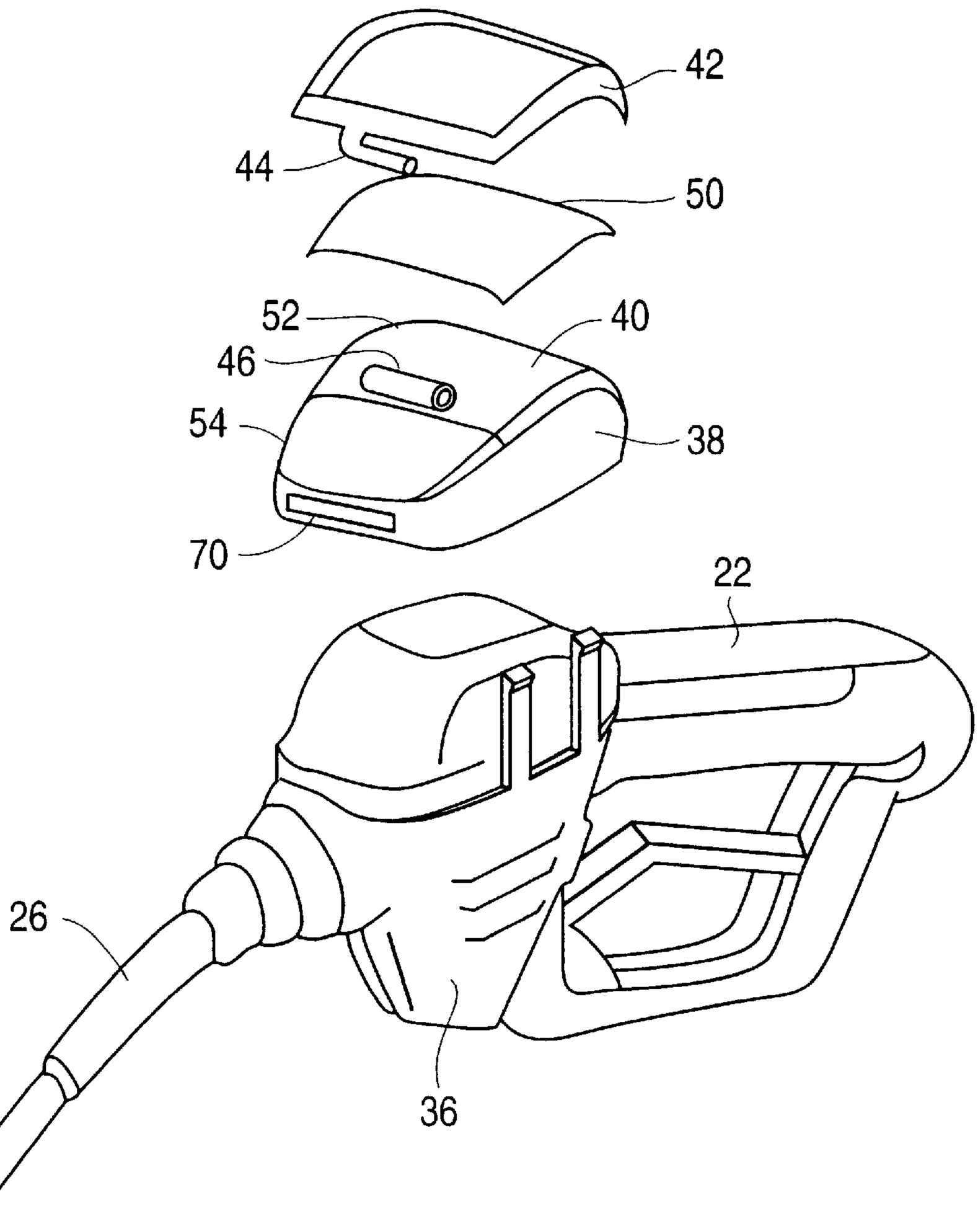


FIG. 7

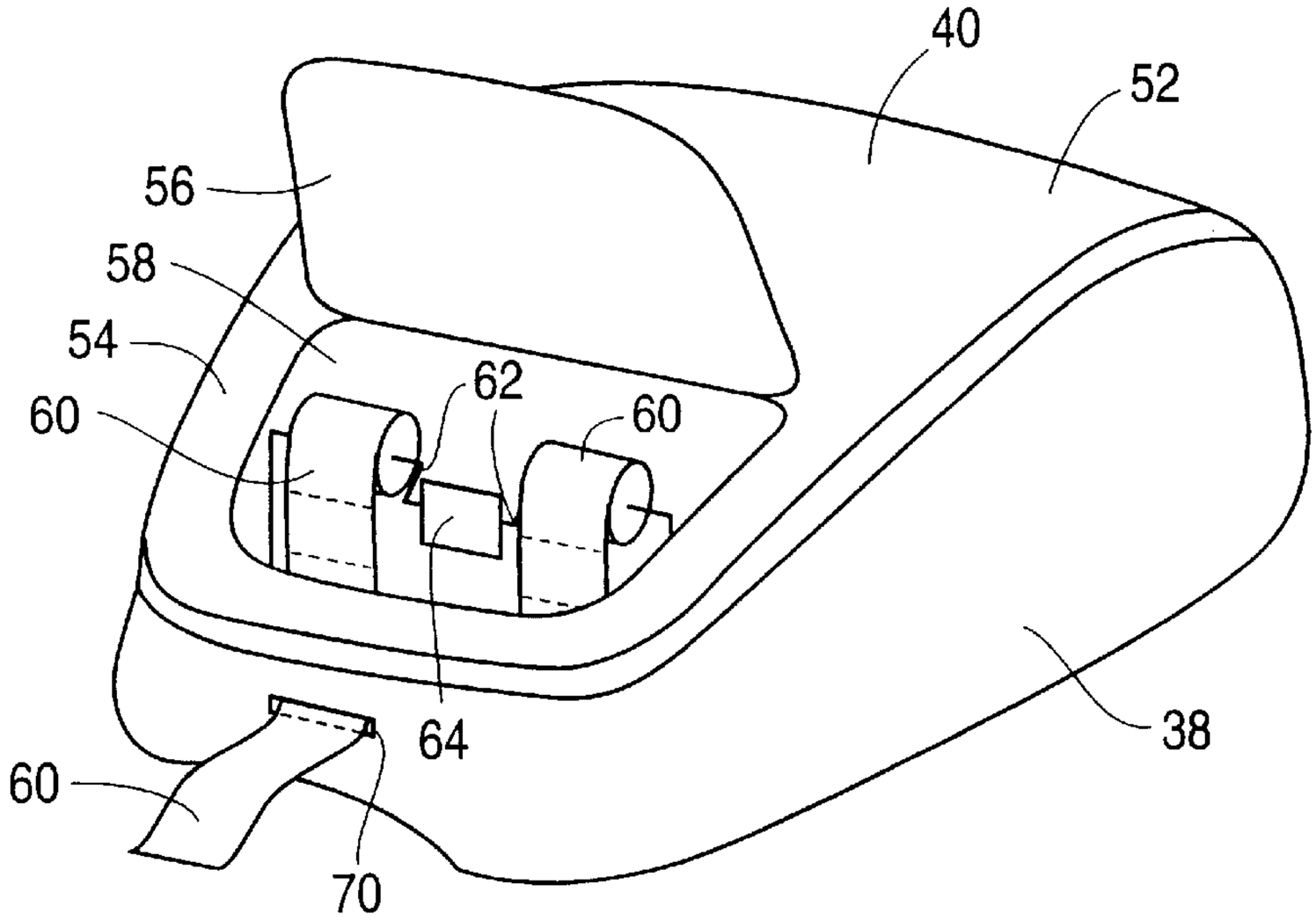

40
52
56
58
54
62
60
60
64
38
60
70

FIG. 8

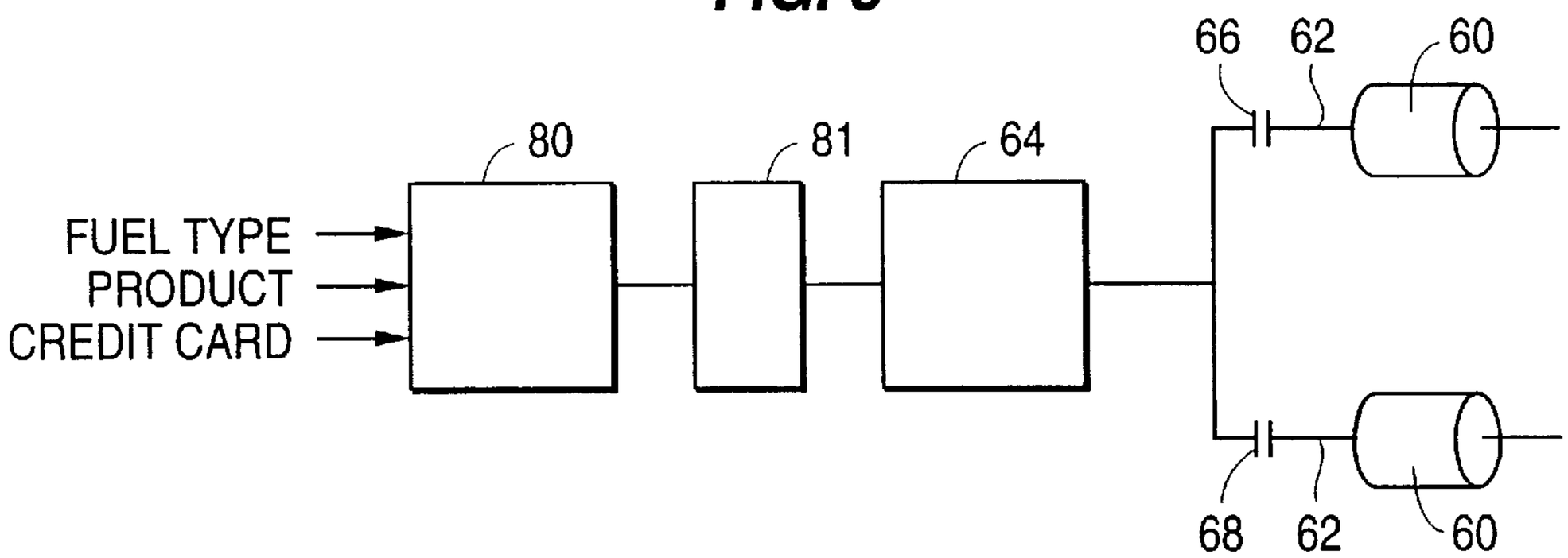

66
62
60
80
81
64
FUEL TYPE
PRODUCT
CREDIT CARD
68
62
60

FIG. 9

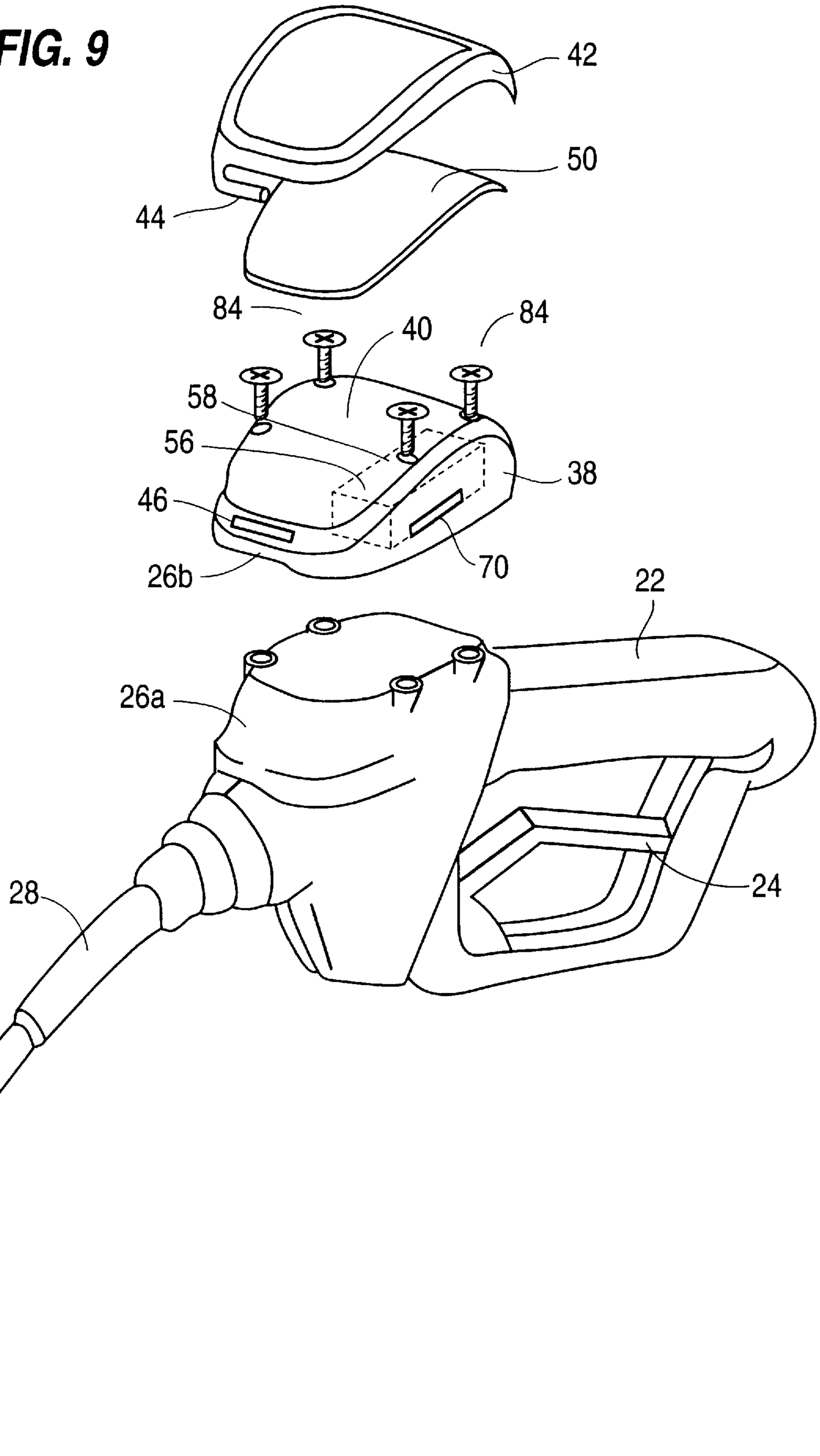


FIG. 10

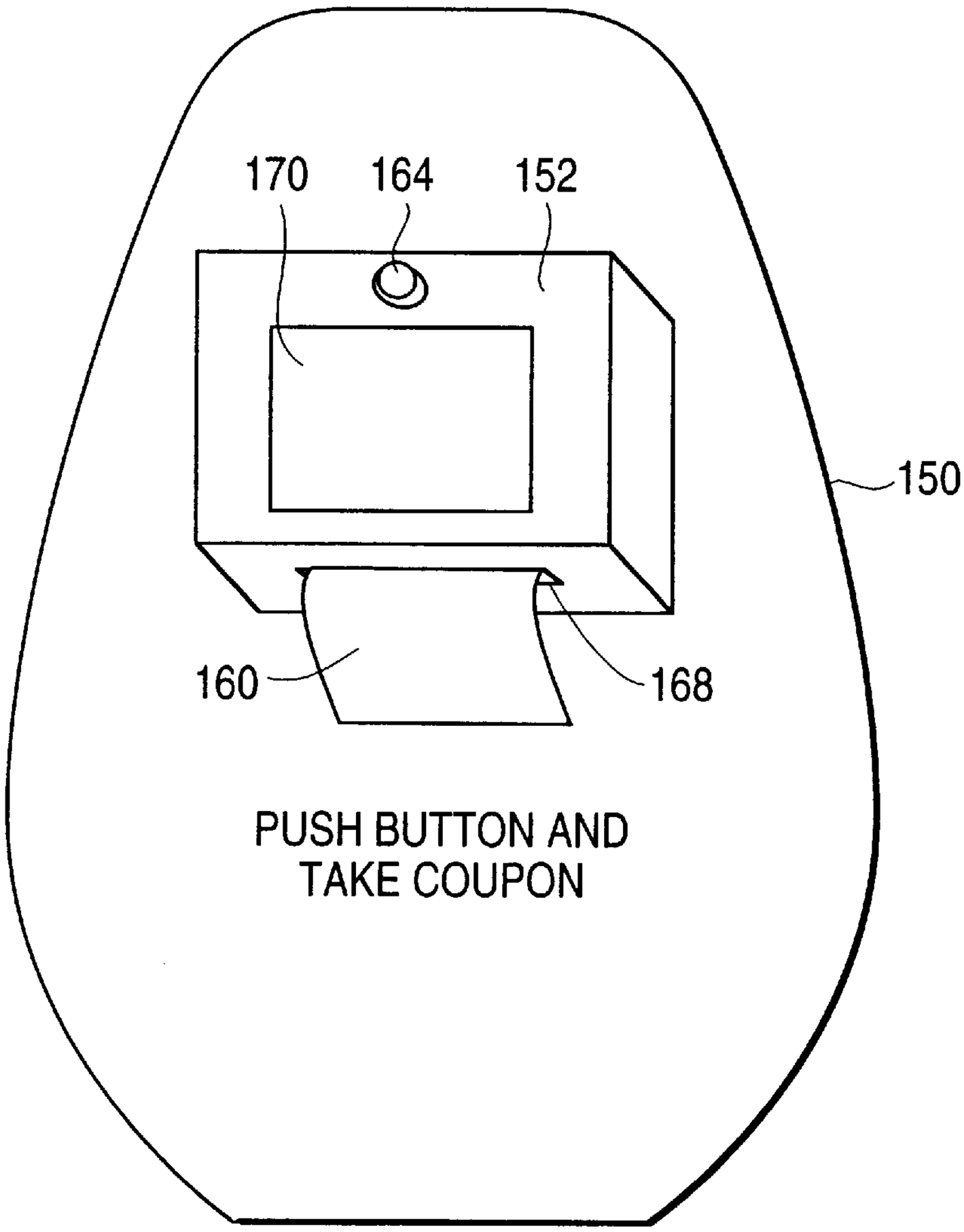


FIG. 11

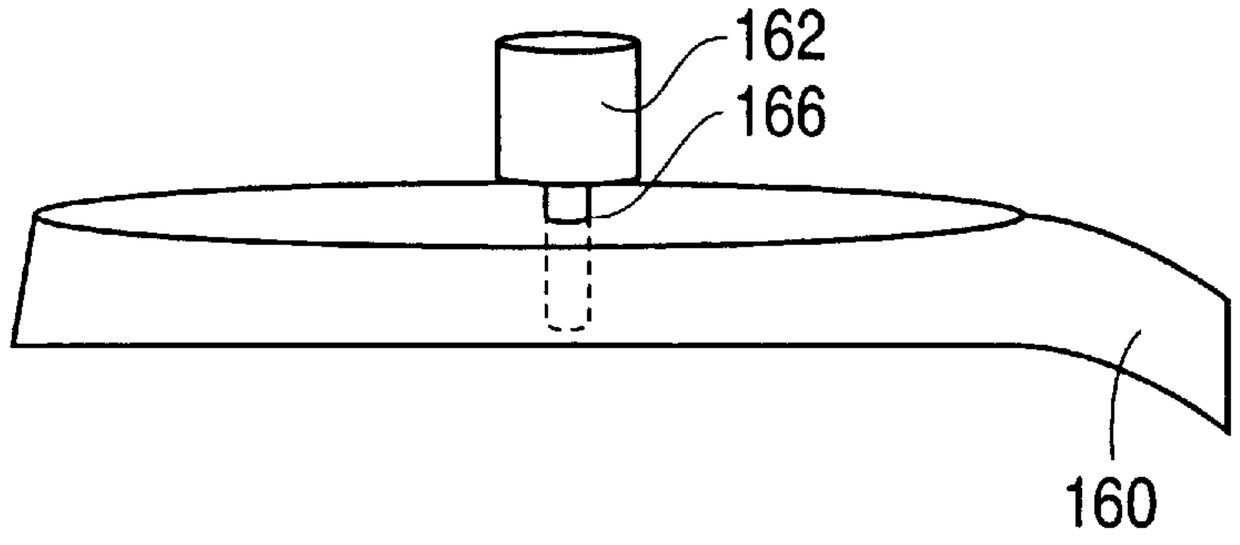
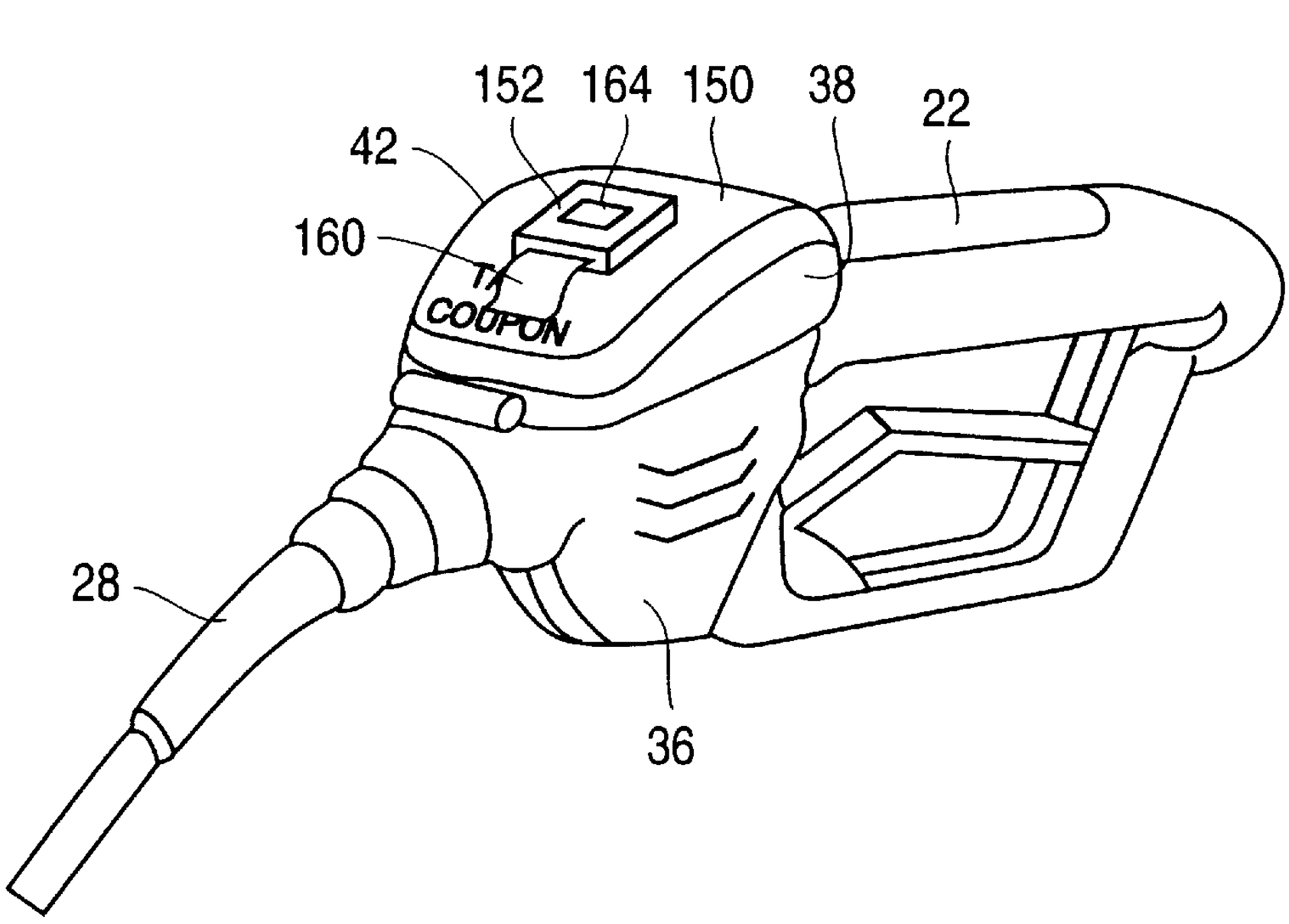


FIG. 12



FLUID FILLER GUN DISPLAY DEVICE INCLUDING A COUPON DISPENSER

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to a display device for a fluid filler gun. More particularly, the present invention relates to a display device for a filler gun head that includes a coupon dispenser.

2. Description of the Related Art

Filler gun display devices are known. A saddle or carrying body, usually made of pliable or rigid synthetic material, slides in place over a gun head of a fluid filler gun used with a fluid pump, e.g., a gasoline pump, oil pump, water pump, or the like, provided at an automobile service station. The carrying body typically includes a display surface where replaceable display placards can be mounted. The display placards can be used to label the type of gasoline or other fluid dispensed by the particular gun head. The display placard also can be used to advertise products or services for sale at the service station or another location, or for any other desired advertising purpose. The carrying body can be removable from the gun head, or may be an integral part of the gun head itself.

Unfortunately, the display placard itself does not always provide sufficient inducement to the consumer to purchase the products or services being advertised on the display device. It would be commercially advantageous to provide the consumer with an additional inducement, such as one or more discount coupons, to encourage the consumer to purchase goods and services. It could be particularly advantageous if such coupons could be tied to the particular product being advertised on the display device, or to the particular fluid being dispensed by the filler gun, and if the coupons could be provided to the consumer simultaneously with the consumer's use of the filler gun.

SUMMARY OF THE INVENTION

The present invention is provided to overcome one or more deficiencies in the conventional apparatus described above.

In accordance with the invention, a display device attaches to a fluid filler gun, the filler gun including a barrel, a gun head and a handle. The display device includes a carrying body removably attached to the gun head, the carrying body including right and left side portions and an upper portion having an upper surface. A frame attaches to the upper portion of the carrying body, the frame and upper surface defining a display portion for holding a removable display placard. A coupon dispensing housing is defined in the carrying body for holding a replaceable roll of coupons. A rotating means is provided in the carrying body for rotating the roll of coupons and feeding the coupons through a coupon dispensing slot defined in one of the side portions or the upper portion of the carrying body.

The rotating means feeds out coupons in response to operation of the filler gun.

The coupon dispenser housing further can house a plurality of rolls of coupons, and the rotating means can feed out one or more selected coupons in response to operation of the filler gun.

The display device further can include a controller for receiving information, e.g., the type of fluid dispensed by the filler gun, a product displayed on the display placard, or individual consumer-targeted information from a database keyed by the consumer's credit card. The controller instructs the rotating means to feed out one or more selected coupons in response to the received information.

It is further in accordance with the invention to provide a fluid filler gun, including a barrel, a gun head, and a handle. The carrying body is included as an integral part of the upper portion of the gun head and defines an upper surface. A frame attaches to the upper surface of the gun head to define a display portion for holding a removable placard. A coupon dispenser housing is defined in the gun head for holding a replaceable roll of coupons. A rotating means in the gun head rotates the roll of coupons and feeds the coupons through a coupon dispensing slot defined in one of the side walls or the upper surface of the gun head.

It is also in accordance with the inventor to provide a display attachable to a display device of a fluid filler gun. The display comprises a card defining a support surface configured to removably insert into the filler gun display device. A housing is mounted on the support surface, the housing being configured to enclose a removable plurality of coupons. A feeding means is provided for feeding the coupons sequentially through an opening in the housing.

Additional objects and advantages will be set forth in the description which follows, and in part will be understood from the description, or may be learned by practice of the invention. The objects and advantages may be obtained by means of the combinations set forth in the attached claims.

BRIEF DESCRIPTION OF THE DRAWINGS

The accompanying drawings, which are incorporated in and comprise part of the specification, illustrate preferred embodiments of the invention. Together with the general description given above and the detailed description given below, the drawings serve to explain the principles of the invention. In the drawings,

FIG. **1** is a perspective exploded part view of one embodiment of the invention;

FIG. **2** is a perspective view of a second embodiment of the invention;

FIG. **3** is a perspective view of a third embodiment of the invention;

FIG. **4** is a perspective view of a fourth embodiment of the invention, partly disassembled;

FIG. **5** is a perspective view of the embodiment of FIG. **4** with the parts assembled;

FIG. **6** is a perspective exploded part view of a fifth embodiment of the invention;

FIG. **7** is a perspective view of an upper portion of the embodiment of FIG. **6**, depicting the coupon dispenser assembly in accordance with the invention;

FIG. **8** is a schematic depiction of the control system of the coupon dispenser assembly in accordance with the invention;

FIG. **9** is a perspective exploded part view of a sixth embodiment of the invention;

FIG. **10** is a top view of a seventh embodiment of the invention;

FIG. **11** is a side view of a roll of coupons in a configuration particularly suitable for use with the embodiment of FIG. **10**; and

FIG. **12** is a perspective view of fluid filler gun and display device, including the embodiment of FIG. **10**.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

Reference will now be made in detail to the present preferred embodiments of the invention as illustrated in the accompanying drawings.

A display device is attachable to a fluid filler gun. Referring to FIG. **1**, a fluid filler gun **20** includes in sequence a handle **22**, a gun head **26**, and a barrel **28**. A trigger **24** in handle **22** opens and closes a valve (not shown) in gun head **26** to pass fluid from a hose **29** to barrel **28**. The filler gun **20** may have a number of shapes and configurations, and is typically used in automobile service stations. Filler gun **20** accordingly may be a gasoline pump filler gun, oil pump filler gun, or the like.

A display device includes the following components. A carrying body removably attaches to the gun head, the carrying body including side portions and an upper portion having an upper surface. As shown in FIG. **1**, carrying body **32** includes side portions **34** and **36**, and an upper portion **38**. The side portions **34**, **36** and upper portion **38** detachably snap together via interlocking snap tabs **39** projecting from side portions **34**, **36** and engaging with apertures (not shown) in upper portion **38**, or through the use of similar interlocking devices.

Side portions **34**, **36** can be provided as two separate connectable pieces, that snap together to surround the bottom and sides of the gun head **20**, as shown for example in FIGS. **1** and **2**. Alternatively, as shown in FIG. **4**, the side portions **34**, **36** and upper portion **38** can be formed as a molded unitary piece, defining a sleeve open at both ends. In the configuration shown in FIGS. **4** and **5**, the unitary piece side portions **34**, **36** can slide in place over gun head **20**, with barrel **28** projecting out one open end, and handle **22** projecting out the other open end.

Other configurations for carrying body **32** are also possible. For example, side portions **34**, **36** can be open at the bottom, and joined together by straps passing beneath the underside of the filler gun head. The invention is not limited to any particular configuration of carrying body **32**.

Persons skilled in the art will recognize that gun head **20** often is covered with a flexible rubber or plastic boot. These flexible boots are provided with gasoline filler guns to prevent the gun head, upon insertion into an automobile gas tank, from scratching the automobiles paint. Carrying body **32** is made of a rigid material, preferably a rigid plastic, and is dimensioned such that it can attach or slide over gun head **20** with the flexible boot either in place or removed.

The upper portion **38** of the carrying body **32** includes an upper surface **40**. Preferably, upper surface **40** is arcuate from front to rear, but this shape is not required. Upper surface **40** can be planar or angled as well.

In accordance with the invention, a frame attaches to the upper portion of the carrying body, the frame and the upper surface of the carrying body defining a display portion for holding a removable display placard. As shown in FIG. **1**, a frame **42** is provided, which attaches to upper portion **38** of carrying body **32**. In FIG. **1**, frame **42** removably attaches to upper portion **38** by insertion of male members **44** into female receptacles **46** provided at the front and rear end of upper portion **38**.

In another embodiment, shown in FIG. **2**, frame **42** is formed integrally with upper portion **38**, and does not move or remove therefrom. In the embodiment of FIG. **2**, a slot **48** is provided in frame **42** for purposes explained below.

In another embodiment, shown in FIG. **3**, frame **42** is pivotally attached to upper portion **38**. In the embodiment of FIG. **3**, a hinge is formed by insertion of a male member **44** into a female receptacle **46** on either the front or rear of upper portion **38**.

Frame **42** defmes a central opening. The central opening can either be empty, or have a transparent cover, either plastic or glass, inserted in the opening.

As described above, frame **42** and upper surface **40** define a display portion. A removable placard **50** is inserted between frame **42** and upper surface **40**. The display placard **50** can be any one of a plurality of displays. For example, display placard **50** can be used to label the type of fluid being dispensed by the filler gun, e.g., leaded or unleaded gasoline, a particular gasoline octane, oil, water, or the like. Alternatively, display placard **50** can be used to advertise a variety of products or services, either available at the service station or available at some other location.

In the embodiment of FIG. **1**, frame **42** is removed from upper portion **38** and reattached to upper portion **38** each time placard **50** is replaced. In the embodiment of FIG. **3**, frame **42** is pivoted away from upper portion **38** to replace placard **50**. In the embodiment of FIG. **2**, placard **50** is replaced by removal and insertion of placard **50** through slot **48**.

In the embodiments of FIGS. **1** and **3**, where frame **42** either removes or pivots away from upper portion **38**, a suitable locking device (not shown) can be provided to hold the frame closed, preventing inadvertent removal or theft of display placard **50**.

The embodiments of FIGS. **1–3** depict the display surface **40** comprising the entire upper surface of upper portion **38**, and frame **42** disposed over the entire upper surface of upper portion **38**. It is also possible, as shown in FIGS. **6** and **7**, for display surface **40** and frame **42** to comprise and be disposed over only a first portion **52** of the upper surface of upper portion **38**. A second portion **54** of the upper surface is not part of the display portion, and instead functions for purposes described below.

In accordance with the invention, a coupon dispenser housing is defined in the carrying body for holding a replaceable roll of coupons. As shown in FIG. **7**, the second portion **54** of upper portion **38** of carrying body **32** includes a pivotable door **56** covering a trough or housing **58**. The housing **58** is large enough to hold at least one replaceable roll of coupons **60** on a spindle **62**. Spindle **62** is rotatable, and includes a keyed or splined shaft capable of locking the coupon roll **60**, so that coupon roll **60** will rotate with spindle **62**. It is preferred, however, that housing **58** be large enough to hold two or more replaceable rolls of coupons **60** on separate spindles **62**.

In accordance with the invention, a rotating means is provided in the carrying body for rotating the roll of coupons and feeding the coupons through a coupon dispensing slot defined in one of the side portions or the upper portion of the carrying body. As shown in FIGS. **7** and **8**, rotating device **64** is provided in housing **58**, capable of rotating spindle **62** to thereby rotate coupon roll **60**. Rotating device **64** can be a DC motor powered by a battery (not shown). Alternatively, rotating device **64** can be a pneumatic motor, powered by flow of fluid through the filler gun. A pneumatic motor is preferable to an electric motor when the filler gun is used to pump gasoline or other explosive or flammable fluids. Alternatively, rotating device **64** can be a spring-loaded ratchet mechanism. The spring-loaded device can be operated automatically (as described below), or operated by manually pressing a button or turning a small stem projecting from housing **58**, that can rotate spindle **62** a preselected amount in order to feed a preselected number of coupons (preferably a single couple per customer). When two or more coupon rolls **60** are provided as shown in FIG. **7**, rotating device **64** is linked to only one spindle **62** and coupon roll **60** at a time, by selective closing of contacts **66** or **68**, as shown schematically in FIG. **8**.

Individual coupons **60** are fed through a slot **70** provided in carrying body **32**. The slot **70** can be provided in a variety of locations. In the embodiments of FIGS. **1**, **3**, and **5**, slot **70** is provided on a side of upper portion **38**. In the embodiments of FIGS. **6** and **7**, slot **70** is provided on the front of upper portion **38**. It is also possible, as shown, e.g., in the embodiment of FIG. **2**, to provide the slot **70** in side portion **36**. The location of the slot **70** is not critical. Likewise, the precise location of housing **58** and door **56**, and the orientations of coupon rolls **60** within housing **58**, also are not critical, as long as coupon rolls **60** can be stored in and fed out of some portion of carrying body **32**.

Preferably, a controller is included with the display device, electrically connected to the rotating device to control operation of the rotating device in response to operation of the filler gun. As shown in FIG. **8**, controller **80** is capable of energizing and deenergizing rotating device **64** in order to, for example, cause coupon roll **60** to rotate sufficiently to feed one or more coupons at a time through slot **70**.

It is further preferred that controller **80** be configured to receive one or more information signals, e.g., from the fluid pump to which it is attached, and be programmed to control motor **64** to rotate a selected one of coupon rolls **60** in accordance with the information signal received by the controller. As shown in FIG. **8**, controller **80** receives a variety of information signals as inputs. These information signals can include, but are not limited to, the type of fluid or fuel being pumped through the filler gun, the product being advertised by the display portion of the display device, or information matched to an individual consumer, taken from a database, and keyed by the consumer's credit card.

For example, the controller **80** can be connected and programmed to receive a variety of information signals from the fluid pump. When used with a gasoline pump, the controller **80** can receive, for example, a signal relating to the octane of gas being pumped. Controller **80** then instructs rotating device **64** to energize, and closes the appropriate contact **66** or **68**, to link motor **64** to the appropriate coupon roll **60**, in order to dispense with coupons relating to that octane of gasoline.

Alternatively, controller **80** can be pre-programmed with information related to the product or service being advertised on display placard **50**. When the trigger **24** of filler gun **20** is depressed, controller **80** energizes rotating device **64**, and closes the appropriate contact **66** or **68** to rotate the appropriate coupon roll **60**, in order to dispense a coupon related to the advertised product or service.

Many service station pumps now are operated by inserting a credit card into a card reader slot provided on the pump. A signal identifying the credit card owner can be supplied to a computer database, where marketing information related to that particular consumer is stored. The marketing information can be input to controller **80**, which in turn energizes rotating device **64** and closes the appropriate contact **66** or **68** to rotate the appropriate coupon roll **60**, in order to dispense a coupon selected for that particular consumer.

It is further preferred that a time delay mechanism be provided to delay operation of the rotating device for a preselected amount of time following a previous operation of the rotating device. As shown in FIG. **8**, a time delay device **81**, for example an electric switch, is inserted between controller **80** and rotating device **64**. Alternatively, for example in an embodiment where controller **80** is not included, time delay device **81** can be provided as an integral part of rotating device **64**. Time delay device **81** functions to prevent rotating device **64** from operating for a preselected time following a previous operation.

The purpose of the time-delay feature is to prevent a single operator from operating the filler gun in continuous sequence, and removing more than one coupon from the coupon dispenser. For example, it has been determined that there is typically a minimum of a three minute time delay between each separate user's operation of a gas pump filler gun. Accordingly, time delay device **81**, e.g., a switch, can be programmed to open and remain open for three minutes after the previous coupons have been fed, thereby preventing reenergization of the rotating device **64** for three minutes and discouraging one customer from attempting to take a second coupon.

In the above described embodiments, carrying body **32** releasably attaches to filler gun **20**. The invention is not limited only to detachable display devices, however. It is within the scope of the invention to provide the coupon dispenser with a display device that is an integral part of the gun head itself.

As shown in FIG. **9**, gun head **26** includes a lower portion **26***a*, comprising the side portions, and an upper portion **26***b*, corresponding to an upper portion **38** of the detachable carrying body of the previous embodiments. In the embodiment of FIG. **9**, upper portion **26***b* attaches to lower portion **26***a* with a plurality of threaded fasteners **84**, but this is not required. Upper portion **26***b* and lower portion **26***a* can be welded together or molded as an integral unit.

In the embodiment of FIG. **9**, the frame **42** pivotally attaches to upper portion **26***b* of the gun head, holding a replaceable display placard **50** between the frame **42** and display surface **40**. A door **56** in upper portion **26***b* of the gun head, covers coupon dispenser housing **58**. One or more rolls of coupons **60** and a rotating device **64**, although not shown in FIG. **9**, are mounted in housing **58**, and coupons are fed through slot **70**. Preferably, a controller **80** and time delay device **81** are provided to control feed of the coupons as discussed above.

Another embodiment of the present invention is depicted in FIGS. **10–12**. It is contemplated that the use of coupon dispensing feature in combination with a filler gun display device preferably may be performed as part of a temporary advertising campaign. In this case, it would be preferable to use existing fluid filler guns and display devices without modification to the structures thereof. In such cases, a display that includes a coupon dispensing capability could be provided, removably insertable into a display device of a fluid filler gun.

In accordance with the invention, such a display includes a card defining a support surface, configured to removably insert into the filler gun display device. As shown in FIG. **10**, a display card **150** is made of a rigid material, such as aluminum or hard plastic, thereby defining a support surface. This display card **150** can be inserted into a display device in place of the standard display card **50**, as shown for example in FIG. **12**.

In accordance with the invention, a housing is mounted on the support surface, the housing being configured to enclose a removable plurality of coupons. As shown in FIGS. **10** and **12**, a housing **152** is attached to display card **150**. Housing **152** is preferably compact in order not to make the filler gun unwieldy, but is large enough to enclose a plurality of coupons and a feeding mechanism, as described below.

It is preferred that the coupons be packaged in a compact form, particularly in the display and embodiment of FIG. **10**. Accordingly, FIG. **11** depicts a preferred means of packag-

ing a roll of narrow coupons **160**, oriented on their side, in order to fit within the confined space allotted to housing **152**.

In accordance with the invention, a means is provided for feeding the coupons sequentially through an opening in the housing. As shown in FIG. **11**, a spring-loaded ratchet feeding device **162** is provided, which upon activation by a push button **164**, shown in FIGS. **10** and **12**, or a rotatable stem (not shown), rotates a spindle **166** by a preselected number of rotations necessary to feed one or more coupons **160** through a slot **168** in housing **152**. Other types of feeding devices also can be used. For example, it may be preferable to use a stack of coupons **160** in place of a roll. In such an embodiment, the feeding device could include a spring loaded paddle configured to strike the edge of sequential coupons in the stack and feed them through slot **168**. Alternatively, the feeding device could include a pair of nip rollers, or other well known paper feeding mechanisms.

It is preferred that housing **152** be provided with a viewing window **170**, as shown in FIG. **10**. Viewing window **170** opens to the interior of housing **152**, and enables the customer to see when the housing **152** is empty of coupons **160**. It is preferred that the bottom surface of housing **152** include a message, such as "Empty-Notify Attendant" or the like.

Additional advantages and modifications will readily occur to persons of ordinary skill in the art. The invention, therefore, is not limited to the specific details or the present preferred embodiments disclosed above. Departures may be made from such details without departing from the scope of the inventor's concept. The scope of the invention is limited only by the attached claims and their equivalents.

What is claimed is:

1. A display device attachable to a fluid filler gun, the filler gun including a barrel, a gun head, and a handle, the display device comprising:

a carrying body removably attachable to the gun head, said carrying body including side portions and an upper portion having an upper surface;

a frame attached to the upper portion of said carrying body, said frame and the upper surface defining a display portion for holding a removable display placard;

a coupon dispenser housing defined in said carrying body for holding a replaceable roll of coupons; and

a means provided in said carrying body for rotating the roll of coupons and feeding the coupons through a coupon dispensing slot defined in one of the side portions or the upper portion of said carrying body.

2. The display device of claim **1**, further comprising a controller for controlling operation of the rotating means in response to operation of the filler gun.

3. The display device of claim **1**, wherein said rotating means is controlled to feed out one or more coupons in response to each use of the filler gun.

4. The display device of claim **1**, wherein said coupon dispenser housing includes a spindle mounted in said housing and linked to said rotating means, for holding the roll of coupons.

5. The display device of claim **1**, wherein said coupon dispenser housing is configured to hold a plurality of replaceable rolls of coupons.

6. The display device of claim **5**, wherein said rotating means is linked separately to each of the plurality of rolls of coupons.

7. The display device of claim **6**, further comprising a controller for controlling operation of the rotating means to rotate a selected roll of coupons in response to an information signal provided to said controller.

8. The display device of claim **1**, wherein the side portions and upper portion of said carrying body define a sleeve having two open ends, said carrying body being slidable onto the gun head, with the barrel projecting through one open end, and the handle projecting through the other open end.

9. The display device of claim **1**, wherein said carrying body is made of rigid plastic.

10. The display device of claim **1**, wherein said frame is removable from the upper portion of said carrying body.

11. The display device of claim **1**, wherein said frame is pivotably attached to the upper portion of said carrying body.

12. The display device of claim **1**, wherein said frame is disposed over a first portion of the upper surface of the upper portion of said carrying body, and the coupon dispensing slot is provided in a second portion of the upper surface of the upper portion of said carrying body.

13. The display device of claim **1**, wherein the side portions and upper portion of said carrying body comprise a molded unitary body.

14. The display device of claim **1**, wherein the upper portion of said carrying body is removable from the side portions of said carrying body.

15. The display device of claim **1**, wherein said rotating means includes a motor.

16. The display device of claim **1**, wherein said rotating means includes a spring-loaded rotating mechanism.

17. The display device of claim **1**, further comprising a time delay device to delay operation of said rotating means for a preselected time period following a previous operation of said rotating means.

18. A fluid filler gun, comprising:

a barrel, a gun head, and a handle, said handle including a trigger for operating a valve housed in said gun head to route fluid through said gun head and said barrel, said gun head including side walls and an upper surface;

a frame attached to the upper surface of said gun head, said frame and the upper surface defining a display portion for holding a removable display placard;

a coupon dispenser housing defined in said gun head for holding a replaceable roll of coupons; and

a means provided in said gun head for rotating the roll of coupons and feeding the coupons through a coupon dispensing slot defined in one of the side walls or the upper surface of said gun head.

19. The fluid filler gun of claim **18**, wherein said rotating means is configured to operate in response to operation of the trigger.

20. The fluid filler gun of claim **18**, further comprising a controller for controlling operation of the rotating means, in response to an external information signal.

21. The fluid filler gun of claim **20**, wherein said coupon dispenser housing is configured to hold a plurality of replaceable rolls of coupons, each roll linked separately to said rotating means.

22. The fluid filler gun of claim **21**, wherein said controller controls operation of the rotating means to rotate a selected roll of coupons in response to an information signal provided to said controller.

23. The fluid filler gun of claim **18**, wherein said frame is disposed over a first portion of the upper surface of said gun head, and the coupon dispensing slot is provided in a second portion of the upper surface of said gun head.

24. The fluid filler gun of claim **18**, wherein said rotating means includes a motor.

25. The fluid filler gun of claim **18**, wherein said rotating means include a spring-loaded rotating mechanism.

26. The fluid filler gun of claim **18**, further comprising a time delay device to delay operation of said rotating means for a preselected time following a previous operation of said rotating means.

27. A display attachable to a display device of a fluid filler gun, the display comprising:

a card defining a support surface and configured to removably insert into the filler gun display device;

a housing mounted on the support surface, said housing configured to enclose a removable plurality of coupons; and

a means for feeding the coupons sequentially through an opening in said housing.

28. The display of claim **27**, wherein said housing further includes a viewing window through which the coupons are visible.

29. The display of claim **27**, wherein the feeding means includes a spring-loaded feeding mechanism.

* * * * *